III. Text Search Results from Dialog

A. Patent Files, Abstract

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File 350:Derwent WPIX 1963-2010/UD=201028
         (c) 2010 Thomson Reuters
File 347:JAPIO Dec 1976-2010/Jan(Updated 100427)
         (c) 2010 JPO & JAPIO

Set	Items	Description
S1	119272	AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2	21620	S1(2N)(DATA OR DATUM OR INFORMATION)
S3	4982	S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4	1247627	TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES - OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-RICES
S5	107520	S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? - OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6	389637	ADDRESS OR ADDRESSES
S7	4047428	POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT OR PLACEMENTS
S8	1388073	TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-ONS
S9	146137	S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-IF? OR SELECT?)
S10	203599	S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-IN? OR ANALYZ? OR ANALYS?)
S11	4982	S2 AND S3
S12	24158	S5 AND (S6 OR S7)
S13	21	S11 AND S12
S14	3	S13 AND S9
S15	0	S14 AND S10
S16	5	S13 AND (S9 OR S10)
S17	1810840	(S6 OR S7) AND (LINK? OR CONNECT? OR COMBIN? OR COUPL? OR - JOIN?)
S18	110228	S17 AND S4
S19	345	S18 AND S2
S20	175	S19 AND (CONTENT OR CONTENTS OR GAME OR GAMES)
S21	15	S20 AND S9
S22	0	S21 AND S10
S23	15	S20 AND S10
S24	30	S21 OR S23
S25	27	S24 NOT S16
S26	13	S25 AND IC=G06F?

16/3,K/1   (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2010 Thomson Reuters. All rts. reserv.
0019551922 - Drawing available
WPI ACC NO: 2009-P18819/200966
Related WPI Acc No: 2009-P35428; 2009-P35430; 2009-P87509
Keyword-advertisement method for e.g. wired/wireless online advertisement
industry, involves utilizing meta-information related to digital contents
such as multimedia contents
Patent Assignee: KANG M S (KANG-I); MIM S K (MIMS-I)
Inventor: KANG M S; MIM SOO K
Patent Family (16 patents, 122 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	
WO 2009120004	A2	20091001	WO 2009KR1480	A	20090324	200966	B
KR 2009102229	A	20090930	KR 200827531	A	20080325	200968	E
KR 2009099443	A	20090922	KR 200869292	A	20080716	200979	E

The sensing device includes a communicator configured to communicate the indicating data to a...

...A sensing device for sensing a position relative to a surface. The surface has printed therein or thereon coded data including at least one data portion, and visible information, at least some...

...data being coincident with the visible information. The sensing device includes a sensor for sensing at least one data portion when placed in an operative position relative to the at least one region and generating indicating data using the sensed data portion. The indicating data is indicative of a position of the data portion relative to the surface and an orientation of the sensing device relative to the data portion. The indicating data is then communicated to a computer system to allow the position of the sensing device relative to the surface to be determined...

...of: determining a print media identifier from the print medium using a sensor module of a mobile telecommunications device, the print media identifier having been linked to the image; and, retrieving, using the mobile telecommunications device, the image.

...memory unit located in the hand-held pen device; and a second memory unit located in an external data storage device. The memory units are connected in such a way that transmission of the recorded information is caused to occur automatically from the first memory unit to the second memory unit...

B. Patent Files, Full-Text

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File 348:EUROPEAN PATENTS 1978-201018
        (c) 2010 European Patent Office
File 349:PCT FULLTEXT 1979-2010/UB=20100506|UT=20100429
        (c) 2010 WIPO/Thomson

Set	Items	Description
S1	189013	AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2	14741	S1(2N)(DATA OR DATUM OR INFORMATION)
S3	2598	S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4	1176594	TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES -OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-RICES
S5	230804	S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6	418983	ADDRESS OR ADDRESSES
S7	1797837	POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT OR PLACEMENTS
S8	936490	TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-ONS
S9	186992	S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-IF? OR SELECT?)
S10	236674	S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-IN? OR ANALYZ? OR ANALYS?)
S11	2598	S2(100N)S3
S12	47459	S6(10N)S7
S13	948	S12(60N)S5
S14	15	S11(10S)S13
S15	12	S14(10S)(S9 OR S10)

15/3,K/1   (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS

IV. <u>Text Search Results from Dialog</u>

A. NPL Files, Abstract

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File    2:INSPEC 1898-2010/May W1
         (c) 2010 The IET
File   35:Dissertation Abs Online 1861-2010/Mar
         (c) 2010 ProQuest Info&Learning
File   65:Inside Conferences 1993-2010/May 11
         (c) 2010 BLDSC all rts. reserv.
File   99:Wilson Appl. Sci & Tech Abs 1983-2010/Mar
         (c) 2010 The HW Wilson Co.
File  474:New York Times Abs 1969-2010/May 11
         (c) 2010 The New York Times
File  475:Wall Street Journal Abs 1973-2010/May 11
         (c) 2010 The New York Times
File  583:Gale Group Globalbase(TM) 1986-2002/Dec 13
         (c) 2002 Gale/Cengage
Set     Items    Description
S1     401149    AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2      12887    S1(2N)(DATA OR DATUM OR INFORMATION)
S3        158    S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-
                  CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4    1915963    TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES -
                  OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-
                  RICES
S5      95648    S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -
                  OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6     284707    ADDRESS OR ADDRESSES
S7     947384    POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT
                  OR PLACEMENTS
S8     803287    TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-
                  ONS
S9      58177    S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-
                  IF? OR SELECT?)
S10     76711    S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-
                  IN? OR ANALYZ? OR ANALYS?)
S11       158    S2 AND S3
S12       146    S5 AND (S6 AND S7)
S13         0    S11 AND S12
S14         0    S2 AND S12
S15         7    S1 AND S12
S16         7    RD (unique items)
S17   2081056    (S6 AND DATA OR DATUM OR INFORMATION)
S18    122576    S17 AND S7
S19     28111    S18 AND (LINK? OR CONNECT? OR COMBIN? OR COUPL? OR JOIN?)
S20      1016    S19 AND S1
S21        23    S20 AND S9
S22         2    S21 AND S10
S23         0    RD S21
S24        23    RD S21  (unique items)
S25       108    S20 AND S10
S26         6    S25 AND (CONTENT OR CONTENTS OR GAME OR GAMES)
S27         6    RD (unique items)
S28        36    S16 OR S24 OR S27
S29        36    RD (unique items)

29/3,K/1      (Item 1 from file: 2)
DIALOG(R)File    2:INSPEC
(c) 2010 The IET. All rts. reserv.
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This thesis pursues the double purpose of measuring, and improving the tools of measurement of, the economic impact of both advertising and pricing decisions by firms in duopolistic industries. In seeking to obtain efficient statistical estimates of the effect of these variables on market demands, we...

...is that, at any given period, observations on the variables of these simultaneous-equation econometric models have arisen as the equilibrium outcomes of some specified games of competition between firms.

This work illustrates a new methodology that combines game theoretic considerations and modern econometric and statistical tools. Our empirical findings have, indeed, demonstrated how fruitful and promising such a combination is.

The analysis of data on the U.S. soft drink industry by means of the framework developed in this study produces two types of results. First, we obtain more accurate estimates of the economic impact of advertising, a highly strategic and instrumental variable for firms, than those obtained so far with available techniques. We utilize full information maximum likelihood methods to estimate simultaneous-equation econometric models of the U.S. soft drink industry, each of which incorporates information about a specific form of competition between firms. Second, using recent econometric techniques, we perform some statistical tests which enable us to discriminate among the different models. We are, therefore, in a position of determining which of the various formal representations of the industrial organization of such a sector is most compatible with the available data.

29/3,K/36   (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 Gale/Cengage. All rts. reserv.
09244514
EverAd raises $22m in private placement
  ISRAEL: PRIVATE PLACEMENT BY EVERAD
Jerusalem Post (JP)   18 Feb 2000 p. A9
Language: ENGLISH

EverAd raises $22m in private placement
  ISRAEL: PRIVATE PLACEMENT BY EVERAD

EverAd's private placement led to US$ 22m being raised, it was revealed on 17 February 2000, and included several investors, headed by East River Ventures. The fledgling Israeli Internet advertising business has created a technology able to link dynamic advertising with Internet content. EverAd intends initially to concentrate on PlayJ, a stand-alone music player enabling the Internet to be used to download music files...

EVENT: Company Financial DataPlanning & Information

B. NPL Files, Full-text

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File 20:Dialog Global Reporter 1997-2010/May 11
        (c) 2010 Dialog
File 15:ABI/Inform(R) 1971-2010/May 10
        (c) 2010 ProQuest Info&Learning
File 610:Business Wire 1999-2010/May 11
        (c) 2010 Business Wire.
File 810:Business Wire 1986-1999/Feb 28
        (c) 1999 Business Wire
File 613:PR Newswire 1999-2010/May 11

File 813:PR Newswire 1987-1999/Apr 30
File 624:McGraw-Hill Publications 1985-2010/May 11
File 634:San Jose Mercury Jun 1985-2010/May 08

Set	Items	Description
S1	3142104	AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2	66847	S1(2N)(DATA OR DATUM OR INFORMATION)
S3	935	S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4	6576954	TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-RICES
S5	448343	S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6	4034321	ADDRESS OR ADDRESSES
S7	10514690	POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT OR PLACEMENTS
S8	7278577	TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-ONS
S9	404706	S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-IF? OR SELECT?)
S10	251517	S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-IN? OR ANALYZ? OR ANALYS?)
S11	0	S3(10N)S5
S12	36	S3 AND S5
S13	32	S12 AND (S6 OR S7 OR S8)
S14	27	RD (unique items)
S15	12	S14 NOT PY>2000
S16	131498	S6(30N)S7
S17	150	S16(30N)S5
S18	0	S17(10S)S2
S19	11	S17(10S)S1
S20	11	S19 NOT S15
S21	10	RD (unique items)
S22	248	S16(30N)S9
S23	28	S22(10S)S1
S24	21	RD (unique items)
S25	21	S24 NOT (S15 OR S20)
S26	12918	S16(30N)(LINK? OR CONNECT? OR COMBIN? OR COUPL? OR JOIN?)
S28	13	RD (unique items)
S29	12	S28 NOT (S15 OR S20 OR S25)
S30	12	RD (unique items)
S31	230266	S1(3N)(INSERT? OR PLAC? OR ADD OR ADDS OR ADDED OR ADDING OR INCLUD? OR EMBED? OR INCLUSION? OR INCORPORAT?)
S32	21990	S31(30N)(CONTENT OR CONTENTS OR GAME OR GAMES)
S33	67	S32(100N)S16
S34	15	S22(10S)S10
S35	12	S34 NOT (S15 OR S20 OR S25 OR S29)
S36	9	RD (unique items)
S37	65	S15 OR S20 OR S25 OR S29 OR S36
S38	53	S20 OR S25 OR S29 OR S36
S39	18	S38 NOT PY>2000
S40	30	S15 OR S39

40/3,K/1   (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
12065278 (USE FORMAT 7 OR 9 FOR FULLTEXT)
SRC Creates Major Web-Based Demographic Research and Mapping Application
    for Marcus & Millichap - Another 'First' Among the Brokerage Company's

...foundation of Pro CD's library of reference titles, is a
versatile 6-disc national telephone directory on CD-ROM that allows business
users to identify, then target prospects with laser beam focus. It includes
over 100 million US business and residential listings searchable by name,
address, city, county, state, ZIP code, telephone number, SIC (Standard
Industrial Classification) business code, MSA (Metropolitan Statistical Area)
and geographic location. Recent independent comparisons by PC World, On-Line
User, MacHome Journal, PC Computing and Home PC all suggest that Select Phone
is the most accurate telephone directory on...

~~
File   9:Business & Industry(R) Jul/1994-2010/May 10
        (c) 2010 Gale/Cengage
File 275:Gale Group Computer DB(TM) 1983-2010/Apr 01
        (c) 2010 Gale/Cengage
File 621:Gale Group New Prod.Annou.(R) 1985-2010/Mar 23
        (c) 2010 Gale/Cengage
File 636:Gale Group Newsletter DB(TM) 1987-2010/Apr 07
        (c) 2010 Gale/Cengage
File 16:Gale Group PROMT(R) 1990-2010/May 10
        (c) 2010 Gale/Cengage
File 160:Gale Group PROMT(R) 1972-1989
        (c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2010/May 10
        (c) 2010 Gale/Cengage
Set   Items   Description
S1   4180631   AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2   96449   S1(2N)(DATA OR DATUM OR INFORMATION)
S3   1031   S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-
                  CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4   4629940   TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES -
                  OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-
                  RICES
S5   497973   S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -
                  OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6   2968483   ADDRESS OR ADDRESSES
S7   7788283   POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT
                  OR PLACEMENTS
S8   4698644   TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-
                  ONS
S9   401714   S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-
                  IF? OR SELECT?)
S10   177756   S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-
                  IN? OR ANALYZ? OR ANALYS?)
S11   7   S3(100N)S5
S12   45   S3 AND S5
S13   78554   S6(20N)S7
S14   0   S12 AND S13
S15   5   RD S11 (unique items)
S16   136   S5(30N)S13
S17   0   S16(10S)S2
S18   1   S16 AND S2
S19   1   S18 NOT S15
S20   294008   S1(3N)(INSERT? OR PLAC? OR ADD OR ADDS OR ADDED OR ADDING -
                  OR INCLUD? OR EMBED? OR INCLUSION? OR INCORPORAT?)
S21   29062   S20(30N)(CONTENT OR CONTENTS OR GAME OR GAMES)
S22   104   S21(10S)S13

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S23          6    S22 AND S10
S24          4    RD   (unique items)
S25          7    S22 AND S9
S26          4    RD   (unique items)
S27         12    S15 OR S19 OR S24 OR S26
S28         12    RD   (unique items)
```

28/3,K/1   (Item 1 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2010 Gale/Cengage. All rts. reserv.
03486030 Supplier Number: 123762283   (USE FORMAT 7 OR 9 FOR FULLTEXT)
Safely embedded: despite complaints, FTC and FCC are unlikely to rule on
  product placement issue.
(Product Placement Watch)
Broadcasting & Cable, v 134, n 43, p 18
October 25, 2004
DOCUMENT TYPE: Journal   ISSN: 0007-2028   (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 898
    (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...search results.

But that ruling may not be the precedent used by the FTC when evaluating
Commercial Alert's claims now.

"When the commission has considered the issue of product
placement in the past--in movies, for example--it hasn't found that
there's consumer injury," says Mary Koelbel Engle, associate director of
the FTC...

...by Commercial Alert, but basically, we have the same law in effect, so
it would be the same legal analysis." (The complaint to the FTC
addresses the injury issue by contending that "product
placement is implicated in the epidemic of marketing-related diseases
in children," including obesity and Type-2 diabetes.)

The FCC doesn't sound galvanized by Commercial...

...of product placements is unfair and deceptive. It should require
advertisers to insist that TV networks and stations prominently disclose to
viewers that their product placements are ads. In addition,
product placements should be identified when they occur, much as
print advertisements must be identified on the ad when they might be
confused with editorial content.

"This should be in addition to disclosure at the outset of a program Such
disclosure should be clear and conspicuous. It should be large enough...

28/3,K/2   (Item 2 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2010 Gale/Cengage. All rts. reserv.
01334149 Supplier Number: 23978319   (USE FORMAT 7 OR 9 FOR FULLTEXT)
PGI Offers Retailers Sales Support
(Over 60% of platinum jewelry purchased in 1996 was specially ordered;
  Platinum Guild International offers marketing & sales support to
  retailers to encourage them to sell platinum jewelry)
Jewelers' Circular-Keystone, v 168, n 8, p 42+
August 1997
DOCUMENT TYPE: Journal   ISSN: 1070-0242   (United States)
LANGUAGE: English RECORD TYPE: Fulltext

Orville, OH Honeywell, Inc., Indl. Controls Div., Fort Washington, PA
M.E.A., Inc., Elk...

...Co., Littleton, CO Numatics, Inc., Highland, MI
        Additives, Metal (see type desired)
        Additives, Sand (see type desired)
        Adhesives, Chemical Cure Abatron, Inc., Gilberts, IL Aremco
Products, Inc., Ossining, NY Ashland Chemical Co., Foundry
Products Div., P.O. Box
        2219, Columbus, OH 43216, 614-889-3514--See ads
        in Product Directory--See Advertisers Index for ad
        page number Atlas Minerals & Chemicals, Inc., Mertztown, PA Conap,
Inc., Olean, NY Delta Resins & Refractories, Inc., 6263 N. Teutonia Ave.,
        Milwaukee, WI 53209..

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File 570:Gale Group MARS(R) 1984-2010/Apr 07
        (c) 2010 Gale/Cengage
File 635:Business Dateline(R) 1985-2010/May 11
        (c) 2010 ProQuest Info&Learning
File 387:The Denver Post 1994-2010/May 10
        (c) 2010 Denver Post
File 471:New York Times Fulltext 1980-2010/May 11
        (c) 2010 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
        (c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2010/May 09
        (c) 2010 St Louis Post-Dispatch
File 631:Boston Globe 1980-2009/Dec 30
        (c) 2010 Boston Globe
File 633:Phil.Inquirer 1983-2010/May 11
        (c) 2010 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2010/May 11
        (c) 2010 Newsday Inc.
File 640:San Francisco Chronicle 1988-2010/May 11
        (c) 2010 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2009/Jan 16
        (c) 2009 Scripps Howard News
File 702:Miami Herald 1983-2010/May 10
        (c) 2010 The Miami Herald Publishing Co.
File 703:USA Today 1989-2010/May 10
        (c) 2010 USA Today
File 704:(Portland)The Oregonian 1989-2010/May 09
        (c) 2010 The Oregonian
File 713:Atlanta J/Const. 1989-2010/May 11
        (c) 2010 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2010/May 10
        (c) 2010 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2009/Dec 07
        (c) 2009 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2010/May 10
        (c) 2010 The Plain Dealer
File 735:St. Petersburg Times 1989- 2010/Apr 30
        (c) 2010 St. Petersburg Times
File 477:Irish Times 1999-2010/May 11
        (c) 2010 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2010/May 11
        (c) 2010 Times Newspapers
File 711:Independent(London) Sep 1988-2006/Dec 12
        (c) 2006 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2010/May 11
        (c) 2010 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2010/May 11
        (c) 2010

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Set      Items    Description
S1     2099222    AD OR ADS OR ADVERTISEMENT OR ADVERTISEMENTS OR ADVERTISING
S2       15786    S1(2N)(DATA OR DATUM OR INFORMATION)
S3         218    S2(4N)(HOLD? OR STORE? OR STORING OR SAVE? OR SAVING OR RE-
                  CORD? OR MAINTAIN? OR RETAIN? OR STORAGE OR MEMORY)
S4     2173470    TABLE OR TABLES OR INDEX OR INDEXES OR INDICE OR INDICIES -
                  OR CATALOG? OR MATRIX OR MATRIXES OR METRIC OR METRICS OR MAT-
                  RICES
S5       80203    S4(4N)(CREAT? OR GENERAT? OR PRODUC? OR PREPAR? OR DEVIS? -
                  OR DEVELOP? OR CONSTRUCT? OR BUILD?)
S6     1449286    ADDRESS OR ADDRESSES
S7     3982555    POSITION OR POSITIONS OR LOCATION OR LOCATIONS OR PLACEMENT
                  OR PLACEMENTS
S8     2256757    TARGET OR TARGETS OR LINK OR LINKS OR INSERTION OR INSERTI-
                  ONS
S9       65981    S8(4N)(CREAT? OR GENERAT? OR PRODUC? OR DETERMIN? OR IDENT-
                  IF? OR SELECT?)
S10      84145    S7(4N)(JUDG? OR COMPAR? OR CONSIDER? OR EVALUAT? OR DETERM-
                  IN? OR ANALYZ? OR ANALYS?)
S11          0    S3(100N)S5
S12          6    S3 AND S5
S13          6    RD (unique items)
S14      21727    S6(20N)S7
S15        267    S14(30N)S4
S16          0    S15(100N)S2
S17        580    S14(100N)S4
S18          0    S17(100N)S2
S19          6    S14(100N)S2
S20          6    RD (unique items)
S21        763    S1(100N)S14
S22         24    S21(10S)(S9 OR S10)
S23         23    RD (unique items)
S24     126603    S1(3N)(INSERT? OR PLAC? OR ADD OR ADDS OR ADDED OR ADDING -
                  OR INCLUD? OR EMBED? OR INCLUSION? OR INCORPORAT?)
S25       5654    S24(30N)(CONTENT OR CONTENTS OR GAME OR GAMES)
S26         11    S25(100N)S14
S27         10    RD (unique items)
S28         43    S13 OR S20 OR S23 OR S27
S29         43    RD (unique items)
S30         21    S29 NOT PY>2000
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30/3,K/1   (Item 1 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2010 Gale/Cengage. All rts. reserv.
01985763   Supplier Number: 65914497 (USE FORMAT 7 FOR FULLTEXT)
Effects of Absurdity In Advertising: The Moderating Role of Product
  Category Attitude and the Mediating Role of Cognitive Responses.
Arias-Bolzmann, Leopoldo; Chakraborty, Goutam; Mowen, John C.
Journal of Advertising, v29, n1, p35
Spring, 2000
ISSN: 0091-3367
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Refereed; Trade
Word Count: 9360

...   that when the volcano was removed from her head and placed in the
background, the absurdity was eliminated while the same fundamental
pictorial and written information in the ad was retained
(the non-absurd condition). To avoid the confounding effect of prior brand
attitude, we used a fictitious brand of wine cooler named "Caribbean
Cooler." The...14 items were reduced to seven items. These seven items of
the absurdity scale (bizarre, unique, unusual, illogical, absurd, comical
and unreal) were averaged to create an index (coefficient